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SILVERBROOK RESEARCH PTY LTD			NGUYEN, LAM S	
393 DARLING STREET				
BALMAIN, 2041			ART UNIT	PAPER NUMBER
AUSTRALIA			2853	
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Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Notice of the Office communication was sent electronically on above-indicated "Notification Date" to the following e-mail address(es):

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Office Action Summary	Application No. 10/760,266	Applicant(s) SILVERBROOK ET AL.
	Examiner LAM S. NGUYEN	Art Unit 2853

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --
Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If no period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED. (35 U.S.C. § 133).

Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1) Responsive to communication(s) filed on 28 July 2009.

2a) This action is FINAL. 2b) This action is non-final.

3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

4) Claim(s) 1-49 is/are pending in the application.

4a) Of the above claim(s) 2,6,8-12,14-30,32-36 and 42-48 is/are withdrawn from consideration.

5) Claim(s) _____ is/are allowed.

6) Claim(s) 1, 3-5, 7, 13, 31, 37-41, and 49 is/are rejected.

7) Claim(s) _____ is/are objected to.

8) Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

9) The specification is objected to by the Examiner.

10) The drawing(s) filed on _____ is/are: a) accepted or b) objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

a) All b) Some * c) None of:

1. Certified copies of the priority documents have been received.
2. Certified copies of the priority documents have been received in Application No. _____.
3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1) Notice of References Cited (PTO-892)

2) Notice of Draftsperson's Patent Drawing Review (PTO-948)

3) Information Disclosure Statement(s) (PTO/SB/08)
Paper No(s)/Mail Date _____

4) Interview Summary (PTO-413)
Paper No(s)/Mail Date _____

5) Notice of Informal Patent Application

6) Other: _____

DETAILED ACTION

Claim Rejections - 35 USC § 103

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

1. Claims 1, 3-4, 7, 13, 31, 37-38, 41, 49 are rejected under 35 U.S.C. 103(a) as being unpatentable over Martin (US 2002/0171692 A1) in view of Nozawa (US 5701147), Edrinn (US 3779473), and Rhoads et al. (US 5414453).

Regarding to claims 1, 31, 37-38, 41, 49:

Martin discloses a method/apparatus for printing wallpaper onto a continuous web of media (*FIG. 2, element 27*), comprising the steps of:

utilizing an on-demand printer comprising a cabinet/frame (*FIG. 2, element 18*) in which is located a media path which extends from a media loading area (*FIG. 2, element 24*) to a winding area/dispensing slot (*FIG. 2, element 26*), there being a printhead (*FIG. 2, element 20*) located across the media path, there being a processor (*FIG. 2, element 38*) which accepts operator inputs from one or more input devices (*FIG. 2, element 32*) and which controls the printer;

using one or more input devices which communicate with the processor to capture data from an operator regarding a specification; running the printer according to the data; printing a single wallpaper product (*FIG. 1, element 10*) on the continuous media web, on demand, according to a selected pattern and configuration (*paragraphs [0009]-[0010]*).

changing the pattern according to a new datum from an operator and then printing a new wallpaper product onto the same continuous media web (*paragraph [0010]: A user loads a blank roll of wallpaper in the printer and inputs one or more personal images (datum) that is/are printed on the blank roll. In case of more than one personal images are inputted, there are more than one wallpaper products associated with the inputted personal images (datum) are printed on the same loaded blank roll of wallpaper (continuous media web)*).

- Martin however is silent wherein the printhead is full width.

Nozawa discloses a printing apparatus comprising full width printheads (*FIG. 9, element 204*) for forming images across a moving printing medium (*FIG. 9, element 203*).

Therefore, it would have been obvious for one having ordinary skill in the art at the time invention was made to modify Martin's printhead to be full width printhead as disclosed by Nozawa. The motivation for doing so would have been to

be able to print the entire width of the printing medium without scanning the printhead to gain printing speed as taught by Nozawa (*column 1, lines 30-39; column 3, lines 57-62*).

- Martin is also silent wherein the continuous web of media is automatically threaded past the printhead along the media path.

Edrinn discloses an automatic paper loading in a printing apparatus, in which a roll of paper (*FIG. 1, element 12*) is automatically threaded past a printhead along a desired media path (*column 1, lines 40-45*).

Therefore, it would have been obvious for one having ordinary skill in the art at the time the invention was made to modify Martin's printing apparatus to include means for automatically threading the blank web as disclosed by Edrinn. The motivation for doing so would have been to be able to improve mechanism for automatically loading and guiding rolled paper as taught by Edrinn (*column 1, lines 14-17*).

- Martin also does not teach adjusting a distance between the printhead and the continuous media web by adjusting adjusters on a rail removably supporting the printhead in the printer.

Rhoads et al. discloses a printing apparatus comprising a printhead (*FIG. 7, element 22*) for forming images on a printing medium (*FIG. 7, element 90*),

wherein the distance between the printhead and the printing media is adjusted by adjusting adjusters (*FIGs. 7-9, element 119*) on a rail (*FIGs. 7-9, element 6*) removably supporting the printhead.

Therefore, it would have been obvious for one having ordinary skill in the art at the time the invention was made to modify Martin's printing apparatus to include adjusters for adjusting the distance between the printhead and the blank media in order to optimize print quality as taught by Rhoads et al. (*Abstract*).

- **Martin also discloses the following claimed invention:**

Regarding to claim 3: storing to a storage device accessible to the processor and internal to the cabinet, a plurality of selectable files for describing the patterns for printing onto the media (*FIG. 1-2, element 30*).

Regarding to claims 4, 7: providing the printer with a video display for depicting the selected pattern or display information relating to a roll (*FIG. 2, element 34*).

Regarding to claim 13: the specification for an operator's requirements comprises a pattern and the configuration; the configuration being one or more parameters selected from the group comprising: roll length, a roll slitting arrangement, one or more modifications to the pattern, or a selection of media to be printed on (*paragraph [0010]*).

Regarding to claims 31, 37, 41: the winding area adapted to removably retain a core and wind into it, wallpaper produced by the printer (*FIG. 2, element 26*), wherein the length and design of the roll are determined by the operator inputs (*paragraph 0010*).

2. Claim 5 is rejected under 35 U.S.C. 103(a) as being unpatentable over Martin (US 2002/0171692 A1) in view of Nozawa (US 5701147), Edrinn (US 3779473), and Rhoads et al. (US 5414453) as applied to claim 1, and further in view of Stoffel et al. (US 6412990).

Martin, as modified, discloses the claimed invention as discussed above except using the video display as a touchscreen input device to capture operator preferences.

Stoffel et al. discloses an printing apparatus having a video display as a touchscreen (*FIG. 15, element 42*) input device to capture operator/customer preferences to allow the operator/customer to custom printing images by simply touching the viewing screen (*column 8, lines 55-60*).

Therefore, it would have been obvious for one having ordinary skill in the art at the time invention was made to modify Marin's video display (as modified) as a touchscreen as disclosed by Stoffel et al. The motivation for doing so would

have been to allow an operator/customer to custom printing images by simply touching the viewing screen as taught by Stoffel et al. (*column 8, lines 55-60*).

3. Claims 39-40 are rejected under 35 U.S.C. 103(a) as being unpatentable over Martin (US 2002/0171692 A1) in view of Nozawa (US 5701147), Edrinn (US 3779473), and Rhoads et al. (US 5414453) as applied to claim 1, and further in view of Goldstein (US 2002/0069078 A1).

Martin, as modified, discloses the claimed invention as discussed above but is silent about charging a customer for the roll or obtaining/attempting to obtain a fee from a franchisee.

Goldstein discloses a system for creating custom wallpaper including a program to charge and obtain fee from customers ordered printed wallpaper rolls (*FIG. 2, steps 208, 210, 212, 214*).

Therefore, it would have been obvious for one having ordinary skill in the art at the time invention was made to modify Marin's apparatus (as modified) to include means for charging and obtaining fee from a customer as disclosed by Goldstein et al. The motivation for doing so would have been to allow an operator/customer to purchase created custom wallpaper as taught by Goldstein (*paragraphs [0043]-[0046]*).

Response to Arguments

Applicant's arguments filed 07/28/2009 have been fully considered but they are not persuasive.

In response to the Applicant's argument that Rhoads' rod cannot be a rail because the rod is cylindrical, the Examiner disagrees with such assertion because the claimed rail is broadly interpreted based on its function rather its shape. Since Rhoads' rod is removably supporting the printhead, Rhoads' rod reads on the rail as claimed. In addition, because Rhoads's adjuster is adjusted to increase or decrease the printhead-to-media spacing (Abstract), the distance between the printhead and the web media is adjusted, in other words.

Conclusion

THIS ACTION IS MADE FINAL. Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however,

will the statutory period for reply expire later than SIX MONTHS from the mailing date of this final action.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to LAM S. NGUYEN whose telephone number is (571)272-2151. The examiner can normally be reached on 7:00AM - 3:30PM.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, STEPHEN D. MEIER can be reached on (571)272-2149. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to

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the automated information system, call 800-786-9199 (IN USA OR CANADA) or
571-272-1000.

/LAM S NGUYEN/
Primary Examiner, Art Unit 2853